

For the tracking cards Pos# is 79015.

Mailing address will be forwarded at a later date. (Let me know by when you need the addresses by). Our first event is Feb. 19 for Comm. Marketing. If you can not produce the total amount of cards by Feb. 15, we will need 3,000 survey cards delivered by Feb. 15.

Please let us know if you can meet the delivery date for our first event and the total cost for all the above. Thanks for all your help

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From: Weiner, Russell on Wed, Jan 17, 1996 9:34 AM  
Subject: RE: B&H Events Survey  
To: Medina, Maria; Robinson, Yvette; Schwartz, Linda  
Cc: Ferrin, Robert; Forsythe, Heather (LBC)

Linda,  
Brand agrees with your suggestion on survey questions below. I spoke with Yvette and Maria this afternoon and they will be handling the executional elements of the survey. Thus, now that we have finalized the question content, Events will forward all the information you outlined below (i.e. POS #, Print Quantity, Shipping Information and Estimated Survey Redemption). They will also handle getting legal approval of the survey.

Yvette and Maria, please call me if you have any questions on the above. I'm assuming this is coming out of community marketing budget, unless I hear otherwise. My understanding from Linda and Heather is that the Agency is revising the layout of our current survey to incorporate the new questions below. The Agency may want to present a survey pad vs. individual surveys on heavy paper stock that we had this past year. It seems less expensive and less cumbersome. Please pass concepts and A&K by Brand for comment before approval.

Finally, Brand, Events, PM Direct and LBCo D-base group need to meet regarding logistical planning of how these surveys will be forwarded. Per Linda's schedule below, let's meet Friday the 19th at 2:15 in my office. It should take about 15 minutes and we can conference in Burnett if Linda deems that necessary. The objective of this meeting will be to determine the process by which completed surveys need to be coded and delivered to the PM keying vendor so that we will have optimum information available for future use.

Please call with any questions.

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From: Schwartz, Linda on Tue, Jan 16, 1996 3:12 PM  
Subject: B&H Events Survey  
To: Weiner, Russell  
Cc: Claggett, Tom (LBC); hassman, jeff (LBC); kuklinski, steve (LBC); Medina, Maria; Yates, Margaret

Russell,  
Tom, Steve, Heather and I had a conference call today re: the events survey. Here's where we netted out:

In order to include the ethnicity question and the RAF question, we've agreed to eliminate the following questions which have little-to no impact on either the response model or the loyalty